
State:	Arkansas	Filing Company:	Ameritas Life Insurance Corp.
TOI/Sub-TOI:	L08 Life - Other/L08.000 Life - Other		
Product Name:	Electronic Application Process - Life		
Project Name/Number:	Electronic Application Process/Electronic Application Process		

Filing at a Glance

Company:	Ameritas Life Insurance Corp.
Product Name:	Electronic Application Process - Life
State:	Arkansas
TOI:	L08 Life - Other
Sub-TOI:	L08.000 Life - Other
Filing Type:	Form
Date Submitted:	08/29/2012
SERFF Tr Num:	AMFA-128653868
SERFF Status:	Closed-Accepted For Informational Purposes
State Tr Num:	
State Status:	Closed-Accepted for Informational Purposes
Co Tr Num:	ELECTRONIC APPLICATION PROCESS - LIFE
Implementation	On Approval
Date Requested:	
Author(s):	Cindy Meyer, Joanne Friend, Jenny Boggs
Reviewer(s):	Linda Bird (primary)
Disposition Date:	09/04/2012
Disposition Status:	Accepted For Informational Purposes
Implementation Date:	

State Filing Description:

State: Arkansas **Filing Company:** Ameritas Life Insurance Corp.
TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other
Product Name: Electronic Application Process - Life
Project Name/Number: Electronic Application Process/Electronic Application Process

General Information

Project Name: Electronic Application Process Status of Filing in Domicile: Pending
Project Number: Electronic Application Process Date Approved in Domicile:
Requested Filing Mode: Informational Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 09/04/2012
State Status Changed: 09/04/2012
Deemer Date: Created By: Joanne Friend
Submitted By: Jenny Boggs Corresponding Filing Tracking Number:

Filing Description:

Re: Ameritas Life Insurance Corp.
NAIC No. 0943-61301
FEIN No. 47-0098400

Submission Form Identification: Electronic Application Process Informational Submission
Designation of Form as Individual or Group Market: Individual
General Description of Submission: Informational filing of an electronic application process for life products.

The company is implementing an electronic application process and is seeking approval to use the existing life forms electronically in addition to the current printed version. We confirm there are no changes made to the approved application forms.

Ameritas Life Insurance Corp. uses technology that provides an online signature solution, including allowing producers to collect owners, insured's and producer electronic signatures. The electronic application and signature process is only available to those who specifically consent to do business with Ameritas Life Insurance Corp. electronically, and at any time, such consent can be revoked and the applicant can return to a hard copy application. The applicant has the option to print and sign the application instead of using the electronic application and signature process.

The solution consists of an online module, integrated with the platform that allows users to pull up an electronic version of the filed and approved application, review its content, view all signatures required associated with the document, and if there is no change or correction to the document as presented, apply an electronic signature for each signature required. Each signature will be captured separately. The E-Signature solution generates all of the documents for one application in separate documents, and each document contains its own metadata that is locked and bound after the signing ceremony is complete. If any document is changed during the course of the signing ceremony, any signatures for such document are effectively revoked, and the document must be resigned completely. Once the application is submitted to the carrier it can never be changed and is held at the carrier in a locked down status.

An Exhibit A is attached which lists the previously approved application forms, approval dates, SERFF tracking numbers, application name and state ID number that the electronic application process will be used with.

No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

If you have any questions or comments regarding this filing, please refer them to me at 1-800-825-1551, extension 52984 or via email at: jboggs@ameritas.com. Thank you for your consideration of this submission. Be assured it is appreciated.

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Sincerely,

Jenny Boggs
Contract Analyst

Company and Contact

Filing Contact Information

Jenny Boggs, Contract Analyst jboggs@ameritas.com
1876 Waycross Road 800-825-1551 [Phone] 52984 [Ext]
P O Box 40888 513-595-2918 [FAX]
Cincinnati, OH 45240

Filing Company Information

Ameritas Life Insurance Corp. CoCode: 61301 State of Domicile: Nebraska
5900 O Street Group Code: 943 Company Type:
P O Box 81889 Group Name: State ID Number:
Lincoln, NE 68501-1889 FEIN Number: 47-0098400
(800) 756-1112 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

Company	Amount	Date Processed	Transaction #
Ameritas Life Insurance Corp.	\$50.00	08/29/2012	62126835

SERFF Tracking #:	AMFA-128653868	State Tracking #:		Company Tracking #:	ELECTRONIC APPLICATION PROCESS - LIFE
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	09/04/2012	09/04/2012

SERFF Tracking #:	AMFA-128653868	State Tracking #:		Company Tracking #:	ELECTRONIC APPLICATION PROCESS - LIFE
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Disposition

Disposition Date: 09/04/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Exhibit A - Previously Approved Life Application Forms		Yes

SERFF Tracking #:	AMFA-128653868	State Tracking #:		Company Tracking #:	ELECTRONIC APPLICATION PROCESS - LIFE
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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Exhibit A - Previously Approved Life Application Forms		
Comments:	Exhibit A - Previously Approved Life Application Forms		
Attachment(s):			
Exhibit A - AR Life Forms.pdf			

EXHIBIT A - ARKANSAS PREVIOUSLY APPROVED LIFE FORMS			
Form Number	Form Name	Approval Date	State File #
UN 2550 PI-A	Application/Personal Information	5/12/2011	48747
UN 2550 PI-B	Application/Personal Information	12/18/2007	37641
UN 2550 PD 5-11	Application/Policy Details	7/15/2011	49275
UN 2550 IUL 5-11	Application/Indexed UL Supplement	7/15/2011	49275
UN 2550-3 PD-V ALIC	Application/Policy Details	4/21/2009	AMFA-126113226
UN 2550 IA-V	Application/Investment Advisory Agreement	2/16/2010	44773
UN 2550 AP ALIC-EP	Application/Allocation of Premiums	5/21/2008	38932
UN 2550 FI	Application/Financial Information	12/18/2007	37641
UN 2550 LQ	Application/Lifestyle Questionnaire	5/12/2011	48747
UN 2550 HQ	Application/Health Questionnaire	5/12/2011	48747
UN 2550 AG	Application/Agreement	5/12/2011	48747
UN 3100 11-10	Short Form Life Application	11/9/2010	47223
UN 3100 AG 11-10	Short Form Life Application/Agreement	11/9/2010	47223
AL 262 B	Amendment of Application	4/6/2007	35469
AL 0287 C	Amendment of Application	4/6/2007	35469
AL 287 MS	Amendment of Application (Military Service)	4/6/2007	35469
AL 553-A	Amendment of Application	5/12/2011	48747
AL 1217-B	Pilots & Crew Members Aviation Amedment	5/12/2011	48747
UN 0287 AB	Foreign Travel Questionnaire	5/12/2011	48747
AABR01 DISC	Accelerated Benefit Rider For Terminal Illness Disclosure	4/6/2007	35469